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MEDIA: GENDER EQUALITY

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Media play a particularly significant role in the fight against gender stereotypes. Therefore, their contribution is central to provide a realistic picture of the skills and potential of women and men in modern society as well as to avoid their degrading or offensive representation in everyday life. To this end, on 31 January 2013, the Italian Minister of Labour and Social Policies in charge of Equal Opportunities and the Italian Advertising Self-Regulation Institute (Istituto di Autodisciplina Pubblicitaria) signed the second Memorandum of Understanding (MoU) aimed at ensuring that commercial communication adhered to the rights of women in the media [1].

The goal is to promote and further strengthen compliance with the ban on the use of offensive or discriminatory images of women or images that encourage violence against them, the possibility of removing from the press advertisements and posters that depict degrading images of women or that are clearly violent or sexist in nature. Today, a joint committee has been established, the task of which is to implement it, monitor, support and encourage its planned activities.

Today, a joint committee has been established, the task of which is to implement it, monitor, support and encourage its planned activities. As part of the aforementioned Memorandum of Understanding, which has a fixed

duration of two years, the Department of Equal Opportunities is obliged to organize a competition for awarding an annual advertising prize that best represents the image of a woman during the year.

In addition, the Department of Equal Opportunities is currently coordinating the development of an action plan to combat sexual and gender-based violence, which will be aimed, in particular, at increasing the level of prudence and awareness of media operators in order to ensure that information and (commercial) communication respects gender representation and, in particular, the image of women.

Actual today are the programs developed by professionals who have worked on the issue of gender equality in journalism and advertising for many years, and are distributed at the national level with the help of posters, television advertising and advertising programs.

Thus, the media can slow down or accelerate progress towards achieving gender equality, influencing the formation of perceptions, opinions, and public behavior.

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CARELESS ADVERTISEMENT ABOUT «DELICIOUS» FOODSTUFFS OF UKRAINIANS

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Keywords: *advertising products, media online advertising, food products, careless advertising.*

Advertising activity in Ukraine, which is an integral part of a market economy, is regulated by the Law of Ukraine «On Quality and Safety of